

## Message Text

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PAGE 01 MADRID 05182 111554Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 ICA-20 /041 W

-----071516 120239Z /73

R 111307Z MAY 78

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 4556

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

AMCONSUL SEVILLE

UNCLAS MADRID 05182

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT: PROGRESS REPORT ON FY 1978 CCP - SECOND QUARTER

1. TARGET OBJECTIVES ACHIEVED IN ALL CAMPAIGNS.

2. HIGHLIGHTS:

- A. FOOD PROCESSING & PACKAGING EQUIPMENT.
- (1) CONGEN BARCELONA'S EFFORTS IN PROMOTING CHICAGO
- FOOD PROCESSING EXPO (FEB 12-15, 1978) IMPELLED
- SEVERAL IMPORTANT FIRMS IN THE BARCELONA AREA
- TO VISIT THIS FBP SHOW.
- (2) ALSO IN FOOD PROCESSING THE CONGEN COVERED AND
- REPORTED ON "GRAPHISPACK '78" (SEE BARCELONA A-10
- OF APRIL 19). THESE EFFORTS HELPED GREATLY IN
- RESPONDING TO USDOC 06268, WHICH ASKED OUR OPINION
- REGARDING A TRADE MISSION ON WINE AND JUICE
- PROCESSING EQUIPMENT IN 1979.

- B. COMPUTER TRADE MISSION. RESULTS OF THIS MISSION
- (REPORTED IN MADRID 01011 AND BARCELONA 0070) WERE

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- VERY POSITIVE. THEY BOOSTED GREATLY OUR
- EXPECTATIONS FOR FURTHER PENETRATION OF THE
- SPANISH MARKET FOR COMPUTERS. ONE PARTICIPANT,
- TELEDYNAMICS INC., MADE IMPORTANT CONTACTS IN THE
- TELECOMMUNICATIONS FIELD, THUS COMPLEMENTING OUR
- CAMPAIGN NO. 7.

- C. "VISIT USA". THIS WAS RAISED FROM "OTHER
- ACTIVITIES" TO FULL CAMPAIGN STATUS IN JANUARY.
- DURING THE QUARTER INTENSIVE PREPARATIONS WERE
- MADE TO PRESENT A "VISIT USA" SEMINAR IN MADRID
- AND BARCELONA, FEATURING INTERNAL TRANSPORTATION
- AND HOSTELRY IN THE U.S. THE VISIT USA COMMITTEE
- FOR SPAIN WAS EXPANDED AND STIMULATED TO PRODUCTIVE
- JOINT EFFORTS BY WAY OF THESE SEMINARS.

3. WE HAVE JUST RECEIVED AN ADVANCE COPY OF THE WASHINGTON  
COPY OF THE FY 1979 CCP. WE LOOK FORWARD TO REFINING IT  
WITH ROBERT DAY WHEN HE ARRIVES HERE FOR THAT PURPOSE.  
EATON

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NNN

## Message Attributes

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**Concepts:** n/a  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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